

## Introduction

For this project, you will create a business plan for a hypothetical start-up company using the scenarios provided below. In the business plan, you will need to demonstrate the integration and synthesis of competencies in all domains required for your degree program.

## Scenario

Develop a business plan for a start-up company that plans to sell a product or service in a local market, in a national market, or on the Internet. Select one of your favorite products as the basis for the company, or invent a product.

## Requirements

*No more than a combined total of 30% of the submission and no more than a 10% match to any one individual source can be directly quoted or closely paraphrased from sources, even if cited correctly. The originality report that is provided when you submit your task can be used as a guide.*

*You must use the rubric to direct the creation of your submission because it provides detailed criteria that will be used to evaluate your work. Each requirement below may be evaluated by more than one rubric aspect. The rubric aspect titles may contain hyperlinks to relevant portions of the course.*

Create a business plan for your hypothetical start-up company in which you do the following:

*Note: You are required to utilize both the attached “Business Plan Template” and the attached “Financial Plan Template” in creating your business plan. If the attached templates are not completed and submitted, your work will automatically be returned to you without being evaluated.*

- A. Write an executive summary (*suggested length of 1–2 pages*) in which you do the following:
  1. Identify the company’s name and location.
  2. Describe the mission of the company.
  3. Discuss **two** business goals in support of the company’s mission.
  4. Discuss **three** keys to success for the company.
  
- B. Write a company summary (*suggested length of 4–6 pages*) in which you do the following:
  1. Describe the history of the industry in which the company will operate.
  2. Identify the legal form that the company will take.
  3. Describe the location and type of facilities needed for the company.

4. Describe the management structure, including key positions and specific responsibilities.
  5. Describe the products and services offered by the company.
- C. Develop a market analysis (*suggested length of 3–5 pages*) in which you do the following:
1. Describe the target market for the company's products and services, including the specific location, demographics, etc.
  2. Complete an industry analysis for the company, including current trends and statistics.
  3. Complete a four-square SWOT analysis for the company in which you do the following:
    - a. Identify **three** strengths, **three** weaknesses, **three** opportunities, and **three** threats.
    - b. Explain *each* of the identified strengths, weaknesses, opportunities, and threats.
- D. Develop a market strategy (*suggested length of 3–6 pages*) in which you do the following:
1. Discuss *each* of the **four** Ps of marketing as they relate to the company's products and services.
  2. Develop a price list for the company's products and services.
  3. Develop a promotional strategy including specific tasks, target dates, and responsible parties.
  4. Develop a monthly sales forecast for the first year of operations, including a discussion of expected market conditions.

*Note: The sales forecast will be used as the basis for your revenue in your financial statements.*

- E. Develop an implementation strategy in which you do the following:
1. Summarize the overall strategy that will be utilized to launch your business, including target dates and goals for implementation.
  2. Develop a post-launch monitoring plan (e.g., financial impact, quality control, customer satisfaction, monitoring schedule) to evaluate the success of the company in meeting milestones.
- F. Calculate and develop the financial statements and projections for the first year of business by doing the following:
1. Develop a month-by-month forecasted profit and loss statement using an estimate of revenues and operating costs based on the sales forecast.
  2. Develop a forecasted balance sheet for the end of year one.
- G. Write a financial report (*suggested length of 1–2 pages*) in which you do the following:

1. Summarize the financial projections and the assumptions used in estimating the financial statements.
  2. Describe the company's financial position at the end of the first year.
  3. Describe the company's initial and future estimated capital/investment needs.
- H. Acknowledge sources, using in-text citations and references, for content that is quoted, paraphrased, or summarized.
- I. Demonstrate professional communication in the content and presentation of your submission.

## Rubric

### A1:Business Identification

#### **Not Evident**

The candidate does not identify the company's name or location.

#### **Approaching Competence**

Not applicable.

#### **Competent**

The candidate identifies the company's name and location.

### A2:Mission

#### **Not Evident**

The candidate does not describe the mission of the company.

#### **Approaching Competence**

The candidate provides an imprecise description of the mission of the company.

#### **Competent**

The candidate provides a reasonable description of the mission of the company.

### A3:Business Goals

#### **Not Evident**

The candidate does not provide a discussion of any business goals in support of the company's mission.

#### **Approaching Competence**

The candidate provides a logical discussion of 1 business goal in support of the company's mission.

#### **Competent**

The candidate provides a logical discussion of 2 business goals in support of the company's mission.

### A4:Keys to Success

#### **Not Evident**

The candidate does not provide a logical discussion of any keys to success for the company.

#### **Approaching Competence**

The candidate provides a logical discussion of 1–2 keys to success for the company.

#### **Competent**

The candidate provides a logical discussion of 3 keys to success for the company.

### B1:Industry History

#### **Not Evident**

The candidate does not describe the history of the industry in which the company will operate.

#### **Approaching Competence**

The candidate provides an imprecise description of the history of the industry in which the company will operate.

#### **Competent**

The candidate provides a reasonable description of the history of the industry in which the company will operate.

B2:Legal Form

**Not Evident**

The candidate does not identify an appropriate legal form for the company to take.

**Approaching Competence**  
Not applicable.

**Competent**

The candidate identifies an appropriate legal form for the company to take.

B3:Location and Facilities

**Not Evident**

The candidate does not describe the location and type of facilities needed for the company.

**Approaching Competence**

The candidate provides an imprecise description of the location and type of facilities needed for the company.

**Competent**

The candidate provides a reasonable description of the location and type of facilities needed for the company.

B4:Management Structure

**Not Evident**

The candidate does not describe the management structure, including key positions and specific responsibilities.

**Approaching Competence**

The candidate provides an imprecise description of the management structure, including key positions and specific responsibilities.

**Competent**

The candidate provides a reasonable description of the management structure, including key positions and specific responsibilities.

B5:Products and Services

**Not Evident**

The candidate does not describe the products and services offered by the company.

**Approaching Competence**

The candidate provides an imprecise description of the products and services offered by the company.

**Competent**

The candidate provides a reasonable description of the products and services offered by the company.

C1:Target Market

**Not Evident**

The candidate does not describe the target market for the company's products and services, including the specific location, demographics, etc.

**Approaching Competence**

The candidate provides an imprecise description of the target market for the company's products and services, including the specific location, demographics, etc.

**Competent**

The candidate provides a reasonable description of the target market for the company's products and services, including the specific location, demographics, etc.

C2:Industry Analysis

**Not Evident**

The candidate does not complete an appropriate industry analysis for

**Approaching Competence**

Not applicable.

**Competent**

The candidate completes an appropriate industry analysis for

the company, including current trends and statistics.

the company, including current trends and statistics.

### C3A:SWOT

#### **Not Evident**

The candidate does not complete a plausible four-square SWOT for the company in which the candidate identifies 3 strengths, 3 weaknesses, 3 opportunities, and 3 threats.

#### **Approaching Competence** Not applicable.

#### **Competent**

The candidate completes a plausible four-square SWOT for the company in which the candidate identifies 3 strengths, 3 weaknesses, 3 opportunities, and 3 threats.

### C3B:Explanation of SWOT Analysis

#### **Not Evident**

The candidate does not explain each of the identified strengths, weaknesses, opportunities, and threats.

#### **Approaching Competence**

The candidate provides an illogical explanation of each of the identified strengths, weaknesses, opportunities, and threats.

#### **Competent**

The candidate provides a logical explanation of each of the identified strengths, weaknesses, opportunities, and threats.

### D1:Four Ps

#### **Not Evident**

The candidate does not provide a logical discussion of any of the 4 Ps of marketing as they relate to the company's products and services.

#### **Approaching Competence**

The candidate provides a logical discussion of 1–3 of the 4 Ps of marketing as they relate to the company's products and services.

#### **Competent**

The candidate provides a logical discussion of all 4 of the 4 Ps of marketing as they relate to the company's products and services.

### D2:Price List

#### **Not Evident**

The candidate does not provide an appropriate price list for the company's products and services.

#### **Approaching Competence**

The candidate provides an appropriate price list, with insufficient detail, for the company's products and services.

#### **Competent**

The candidate provides an appropriate price list, with sufficient detail, for the company's products and services.

### D3:Promotional Strategy

#### **Not Evident**

The candidate does not provide an appropriate promotional strategy including specific tasks, target dates, and responsible parties.

#### **Approaching Competence**

The candidate provides an appropriate promotional strategy, with insufficient detail, including specific tasks, target dates, and responsible parties.

#### **Competent**

The candidate provides an appropriate promotional strategy, with sufficient detail, including specific tasks, target dates, and responsible parties.

D4:Sales Forecast

**Not Evident**

The candidate does not provide an appropriate monthly sales forecast for the first year of operations, including a discussion of expected market conditions.

**Approaching Competence**

The candidate provides an appropriate monthly sales forecast, with insufficient detail, for the first year of operations, including a discussion of expected market conditions.

**Competent**

The candidate provides an appropriate monthly sales forecast, with sufficient detail, for the first year of operations, including a discussion of expected market conditions.

E1:Overall Strategy

**Not Evident**

The candidate does not provide a summary of the overall strategy that will be utilized to launch the business, including target dates and goals for implementation.

**Approaching Competence**

The candidate provides an imprecise summary of the overall strategy that will be utilized to launch the business, including target dates and goals for implementation.

**Competent**

The candidate provides a reasonable summary of the overall strategy that will be utilized to launch the business, including target dates and goals for implementation.

E2:Monitoring Plan

**Not Evident**

The candidate does not provide a post-launch monitoring plan to evaluate the success of the company in meeting milestones.

**Approaching Competence**

The candidate provides an imprecise post-launch monitoring plan to evaluate the success of the company in meeting milestones.

**Competent**

The candidate provides a reasonable post-launch monitoring plan to evaluate the success of the company in meeting milestones.

F1:Profit and Loss Statement

**Not Evident**

The candidate does not provide an appropriate month-by-month forecasted profit and loss statement using an estimate of revenues and operating costs based on the sales forecast.

**Approaching Competence**  
Not applicable.

**Competent**

The candidate provides an appropriate month-by-month forecasted profit and loss statement using an estimate of revenues and operating costs based on the sales forecast.

F2:Forecasted Balance Sheet

**Not Evident**

The candidate does not provide an appropriate forecasted balance sheet for the end of year one.

**Approaching Competence**  
Not applicable.

**Competent**

The candidate provides an appropriate forecasted balance sheet for the end of year one.

### G1:Financial Projections

**Not Evident**

The candidate does not provide a summary of the financial projections and assumptions used in estimating the financial statements.

**Approaching Competence**

The candidate provides an imprecise summary of the financial projections and assumptions used in estimating the financial statements.

**Competent**

The candidate provides a reasonable summary of the financial projections and assumptions used in estimating the financial statements.

### G2:Financial Position

**Not Evident**

The candidate does not describe the company's financial position at the end of the first year.

**Approaching Competence**

The candidate provides an imprecise description of the company's financial position at the end of the first year.

**Competent**

The candidate provides a reasonable description of the company's financial position at the end of the first year.

### G3:Capital/Investment Needs

**Not Evident**

The candidate does not describe the company's initial and future estimated capital/investment needs.

**Approaching Competence**

The candidate provides an imprecise description of the company's initial and future estimated capital/investment needs.

**Competent**

The candidate provides a reasonable description of the company's initial and future estimated capital/investment needs.

### H:Sources

**Not Evident**

The submission does not include both in-text citations and a reference list for sources that are quoted, paraphrased, or summarized.

**Approaching Competence**

The submission includes in-text citations for sources that are quoted, paraphrased, or summarized and a reference list; however, the citations or reference list is incomplete or inaccurate.

**Competent**

The submission includes in-text citations for sources that are properly quoted, paraphrased, or summarized and a reference list that accurately identifies the author, date, title, and source location as available.

### I:Professional Communication

**Not Evident**

Content is unstructured, is disjointed, or contains pervasive errors in mechanics, usage, or grammar. Vocabulary or tone is unprofessional or distracts from the topic.

**Approaching Competence**

Content is poorly organized, is difficult to follow, or contains errors in mechanics, usage, or grammar that cause confusion. Terminology is misused or ineffective.

**Competent**

Content reflects attention to detail, is organized, and focuses on the main ideas as prescribed in the task or chosen by the candidate. Terminology is pertinent, is used correctly, and effectively conveys the intended meaning. Mechanics, usage, and grammar promote

accurate interpretation and understanding.